

16th YEAR • A WEEKLY PUBLICATION

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6/18/56

1956

Fashion

Calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.

TRAFLAGAR 9-2343

| january | | | | | | | february | | | | | | | march | | | | | | |
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| april | | | | | | | may | | | | | | | june | | | | | | |
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| july | | | | | | | august | | | | | | | september | | | | | | |
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| october | | | | | | | november | | | | | | | december | | | | | | |
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| january - 1957 | | | | | | | february - 1957 | | | | | | | march - 1957 | | | | | | |
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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|--|--------------------------------------|----------------------|
| <u>WEEK BEGINNING SUNDAY, JUNE 17, 1956</u> | | | |
| June 17 | FATHER'S DAY (Sunday). | | |
| Monday | PREVIEW: RAINWEAR | SCHERTZ UMBRELLAS, INC.; HOTEL PLAZA | |
| June 18 | AND ACCESSORIES | HATHAWAY SHIRT CO. | CRYSTAL ROOM |
| 9:15 A.M. | "Wet 'n Dry Swaggers"--introduction of new rainwear and fashion accessories. | | |
| Breakfast | By invitation only. Contact: Eileen Milling, at Bachenheimer-Lewis, Inc., 161 E. 37th St., MU. 5-8768. | | |
| Monday | PRESS PREVIEW OF | WALTER FLORELL | 29 EAST 53RD STREET |
| June 18 | FALL MILLINERY | | SALON |
| 11:00 A.M. | Walter Florell will preview his Fall millinery collection. By invitation only. Publicity: Mildred Kaldor, TE. 8-1520. | | |
| Monday | PRESS PREVIEW OF | MILLINERY INSTITUTE | HOTEL SHERATON-ASTOR |
| June 18 | FALL MILLINERY | OF AMERICA | CORAL ROOM |
| 4:30 P.M. | The Millinery Institute of America, in cooperation with Millinery Stabilization Commission, will present a preview of Fall hats. <u>Showing at</u> | | |
| Cocktails | <u>5:00 P.M.</u> Contact: Ruby Graham or Babs Vierhaus, MU. 7-8686. | | |
| Beginning | OPENING: FALL AND | GAGE HATS | 1 WEST 39TH STREET |
| Monday | WINTER MILLINERY | | SHOWROOM - 5TH FLOOR |
| June 18 | Gage Hats will show their Fall and Winter millinery at informal continuous daily showings. Contact: WI. 7-1055. | | |
| Monday | HOME FURNISHINGS | INTERNATIONAL HOME | MERCHANDISE MART |
| June 18- | MARKET IN CHICAGO | FURNISHINGS MARKET | CHICAGO, ILLINOIS |
| June 29 | The International Home Furnishings Market will show furniture, floor coverings, upholstery fabrics, housewares, major and electrical appliances, radios and televisions, toys, games and wheel goods, curtains and draperies, bedcoverings, linens, domestics, lamps, shades, china, glassware, pottery and gifts. Contact: Merchandise Mart, Chicago. | | |
| Tuesday | PREVIEW OF | BEATRICE-MARTIN | SHERRY-NETHERLAND |
| June 19 | FALL MILLINERY | (16 WEST 57TH ST.) | CARNAVAL ROOM |
| 9:30 A.M. | Beatrice-Martin will preview her Fall millinery to press and buyers. By invitation only. Publicity: Maud G. Moody, LE. 2-5562. | | |
| Tuesday | PRESS PREVIEW OF | BLOOMINGDALE'S | 3RD FLOOR |
| June 19 | FALL BRIDAL FASHIONS | | BRIDAL SALON |
| 9:30 A.M. | Bloomingdale's will preview their Fall bridal fashions to the press. By invitation only. Publicity: Margaret deMille, EL. 5-6400. | | |
| Cancelled | VANITY FAIR'S FALL LINGERIE PRESS PREVIEW ORIGINALLY SCHEDULED FOR 4:15 P.M., HAS BEEN CANCELLED. | | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday June 19 7:00 P.M. Dinner | BUYERS' SHOWING: FALL MILLINERY FASHIONS Showing for buyers of Fall and Winter millinery. Contact: LO. 4-7800. | MILLINERY STAB. COMMISSION | HOTEL SHERATON-ASTOR GRAND BALLROOM By invitation only. |
| Wednesday June 20 9:30 A.M. Breakfast | PREVIEW OF FALL MILLINERY Preview of the Irene of New York and Rivera Fall millinery collections to press and buyers. By invitation. Contact: Ethel Greene, PL. 3-3032. | IRENE OF NEW YORK | 16 EAST 52ND STREET SALON |
| Wednesday June 20 11:00 A.M. | PRESS PREVIEW: FALL BRIDAL FASHIONS Russeks will preview their Fall bridal fashions. By invitation. <u>Public</u> <u>showing</u> , Thurs., June 21 at 6:00 P.M., 3rd floor, Bridal Salon. Publicity: Pat Keller, WI. 7-1900. | RUSSEKS FIFTH AVENUE | 8TH FLOOR |
| Wednesday June 20 3:00 P.M. | INAUGURATION OF NEW FASHION CENTER Inauguration of new World Fashion Center of which Grover A. Whalen is chairman. Attendance strictly by invitation (already issued). Contact: TE. 8-6900. | MAYOR'S COMMITTEE FOR WORLD FASHION CENTER | ZECKENDORF BUILDING 10 EAST 56TH STREET |
| Wednesday June 20 5:00 P.M.- 7:00 P.M. | PRESS PARTY TO OPEN NEW SALON Enrico Caruso will invite the press to the opening of his new beauty salon. By invitation only. Contact: Mrs. Caruso, PL. 1-2870. | ENRICO CARUSO | 100 EAST 55TH STREET |
| Thursday June 21 9:00 A.M. Breakfast | PREVIEW OF FALL MILLINERY Emme will preview her Fall millinery to press and buyers. By invitation only. Publicity: Mildred Kaldor, TE. 8-1520. | EMME (19 WEST 57TH ST.) | HOTEL AMBASSADOR DIPLOMAT ROOM |
| Thursday June 21 11:00 A.M. | PRESS PREVIEW: FALL CUSTOM COLLECTION Martier-Raymond "Cosmic Trends"--a preview of designs from their Fall custom collection. By invitation. Contact: Lillian Libman, TE. 8-7275. | MARTIER-RAYMOND | 36 CENTRAL PARK SOUTH |
| Friday June 22 9:30 A.M. Breakfast | PREVIEW OF FALL MILLINERY Press and buyers will preview the Gardner and the Balenciaga-Gardner Fall millinery collections. By invitation. Publ.: Maud G. Moody, LE. 2-5562. | GARDNER & BALENCIAGA- GARDNER (1 W. 39TH ST.) | 1407 CLUB 1407 BROADWAY |
| Friday June 22 12:00 Noon Luncheon | FALL READY-TO-WEAR LUNCHEON SHOW "Highlights - Fall 1956" Ready-To-Wear - U.S.A. Commentator: Estelle Lane Brent, "McCall's". Co-Chairmen: Bettina Ballard and Margaret deMille. Prices: \$7.00 for members; \$8.50 for guests (one guest per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7872. | THE FASHION GROUP, INC. WALDORF-ASTORIA (9 ROCKEFELLER PLAZA) | GRAND BALLROOM |
| Saturday June 23 2:00 P.M. | SHOWING OF FALL BRIDAL FASHIONS Abraham & Straus will present their Fall bridal fashions. Open to public. Publicity: Dolores Hartig, TR. 5-7200, Ext. 661. | ABRAHAM & STRAUS | 8TH FLOOR SPECIAL EVENTS CENTER |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| June 23- June 27 | FALL AND CHRISTMAS MARKET WEEK AT N.Y. TRADE SHOW BUILDING BY THE NAT'L ASS'N OF DISPLAY INDUSTRIES. Contact: NADI, 203 N. Wabash Ave., Chicago. | | |
| Monday June 25- | FIRST ANNUAL TRADE HOUSEWARES SHOW | INTERNATIONAL HOUSEWARES SHOW | NEW YORK COLISEUM COLUMBUS CIRCLE |
| June 29 | Exhibition of china, glass, housewares, furniture, etc.; also Russel Wright's collection from the Far East. By registration. Contact: MU.7-4580. Publicity: Ted Materna Assoc., GR. 7-8862. | | |
| Postponed June 26 | BEST'S PRESS PREVIEW OF FALL BRIDAL FASHIONS AT 9:30 A.M. HAS BEEN POSTPONED. (New date will be announced later). | | |
| Tuesday June 26 | PREVIEWS OF FALL MILLINERY | JOE COHN HATS | 1 WEST 39TH STREET SHOWROOM - 11TH FLOOR |
| 11:00 A.M.; 4:00 P.M. | 11:00 A.M.; Joe Cohn's Fall millinery will be previewed by the press at 11:00 A.M.; and buyers at 4:00 P.M. By invitation only. Publ: Maud G. Moody, LE. 2-5562. | | |
| Tuesday June 26 | PRESS PREVIEW: PRINTS BY HENRI MATISSE | THE MUSEUM OF MODERN ART | 11 WEST 53RD STREET AUDITORIUM GALLERY |
| 11:00 A.M.- 4:00 P.M. | 11:00 A.M.- Comprehensive selection of 60 etchings and lithographs by Henri Matisse. 4:00 P.M. Open to public, June 27 - Oct. 7. Publicity: Elizabeth Shaw, CI. 5-8900. | | |
| Wednesday June 27 | PRESS PREVIEW OF FALL MILLINERY | MR. JOHN, INC. | 53 EAST 57TH STREET SALON |
| 10:30 A.M. | Mr. John will preview his Fall custom and ready-to-wear millinery collections. By invitation only. Contact: Diane Montgomery, MU. 8-4906. | | |
| Thursday June 28 | PRESS PREVIEW OF FALL BRIDAL FASHIONS | OHRBACH'S | 4TH FLOOR BRIDAL SHOP |
| 9:30 A.M. Coffee | 9:30 A.M. Ohrbach's will preview their Fall bridal fashions to the press. By invitation only. Publicity: Mark Klauser, OX. 5-4000. | | |
| Thursday June 28 | PRESS PREVIEW OF FALL MILLINERY | SALLY VICTOR | 18 EAST 53RD STREET SALON - 9TH FLOOR |
| 10:00 A.M. | 10:00 A.M. The press will be invited to preview Sally Victor's Fall millinery. By invitation only. Contact: Mildred Josephs, PL. 3-7450. | | |
| July 4 | INDEPENDENCE DAY--Legal Holiday (Wednesday). | | |
| Postponed July 5 | GIMBELS PREVIEW OF ROOM SETTINGS FROM MID-SUMMER FURNITURE COLLECTION AT 9:30 A.M., HAS BEEN POSTPONED. (New date will be announced later). | | |
| Saturday July 7 | FALL MILLINERY FOR VISITING PRESS | JOHN FREDERICS, INC. | 6 WEST 57TH STREET SHOWROOM - 7TH FLOOR |
| 4:00 P.M. | John Frederics will present his Fall millinery to the visiting press. By invitation only. Contact: Joseph Mann, CI. 7-7745. | | |
| Saturday July 7 | FALL MILLINERY FOR VISITING PRESS | WALTER FLORELL | 29 EAST 53RD STREET SALON |
| 6:00 P.M. Buffet | Preview of Walter Florell's Fall millinery to the visiting press. By invitation only. Publicity: Mildred Kaldor, TE. 8-1520. | | |
| Sunday July 8 | FALL AND WINTER JEWELRY COLLECTION | TRIFARI, KRUSSMAN AND FISHEL, INC. | 16 EAST 40TH STREET SHOWROOM - 4TH FLOOR |
| 10:00 A.M.- 1:00 P.M. Brunch | 10:00 A.M.- Trifari, Krussman and Fishel will invite the out-of-town and N.Y. editors to an informal showing of their Fall and Winter jewelry collection. By 1:00 P.M. invitation only. Publicity: Dorothy Lansing, PL. 9-7598. | | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Sunday July 8 11:00 A.M. | FALL MILLINERY AT VISITING PRESS SHOW Emme will present her Fall millinery to the visiting press. By invitation only. Publicity: Mildred Kaldor, TE. 8-1520. | EMME, INC. (19 WEST 57TH ST.) | SHERRY NETHERLAND CRYSTAL PAVILION |
| Sunday July 8 1:45 P.M. Luncheon | FALL MILLINERY FOR VISITING PRESS Laddie Northridge will preview his Fall millinery to the visiting press. By invitation only. Publicity: Maud G. Moody, LE. 2-5562. | LADDIE NORTHRIDGE (16 WEST 57TH ST.) | SHERRY NETHERLAND CRYSTAL PAVILION |
| Sunday July 8 3:00 P.M. | MILLINERY SHOW FOR VISITING PRESS Sally Victor will preview her Fall millinery to the visiting press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450. | SALLY VICTOR | 18 EAST 53RD STREET SALON - 9TH FLOOR |
| Sunday July 8 4:00 P.M. Cocktails | FALL MILLINERY FOR VISITING PRESS Mr. Arnold will present his Fall millinery to the visiting press. By invitation only. Contact: PL. 1-3284. | MR. ARNOLD (19 WEST 57TH ST.) | PLACE TO BE ANNOUNCED |
| Sunday July 8 4:30 P.M.- 8:30 P.M. | COCKTAILS AND BUFFET FOR VISITING PRESS Forstmann will invite the out-of-town press to cocktails and buffet supper. By invitation only. Publicity: Adelia Ellis, CI. 5-8448. | FORSTMANN, INC. (30 ROCKEFELLER PLAZA) | HOTEL AMBASSADOR EMBASSY CLUB |
| Sunday July 8 7:00 P.M. Cocktails- Dinner | SILK FASHION SHOW FOR VISITING PRESS International Silk Ass'n, U.S.A. (<u>Auxiliary Member of N.Y. Dress Institute</u>) will present fashions in silk by leading manufacturers. Dinner at 8:00 P.M., followed by show. By invitation. Publicity: Eleanor Lambert, MU. 8-2130. | INTERNATIONAL SILK ASSOCIATION, U.S.A. | HOTEL PIERRE BALLROOM |
| Monday July 9 11:00 A.M. | PREVIEW OF FALL MILLINERY Showing of Fall hats, followed by buffet luncheon. By invitation. Publicity: Maud G. Moody, LE. 2-5562. | MISS MAY, INC. (30 WEST 57TH ST.) | LONGCHAMPS RESTAURANT 19 WEST 57TH STREET |
| Monday July 9 12:00 Noon Luncheon | PREVIEW OF FALL MILLINERY Mr. Arnold will preview his Fall millinery to press and buyers. By invitation only. Contact: PL. 1-3284. | MR. ARNOLD (19 WEST 57TH ST.) | HOTEL AMBASSADOR TRIANON ROOM |
| Monday July 9 5:00 P.M.- 7:00 P.M. Cocktails | FASHIONS IN WOMEN'S AND MEN'S WATCHES "56 Fashions in Time"--newest creations in women's and men's watches for the coming season, presented by The Watchmakers of Switzerland (<u>Auxiliary Member of N.Y. Dress Institute</u>). By invitation only. Sponsored by Foote, Cone & Belding. Contact: Elizabeth Maher Associates, EL. 5-4248. | THE WATCHMAKERS OF SWITZERLAND | HOTEL PIERRE ROOF GARDEN |
| Tuesday July 10 8:00 A.M. Breakfast | LACE SHOWING FOR VISITING PRESS Schiffli Lace & Embroidery Institute (<u>Auxiliary Member of N.Y. Dress Institute</u>) will present embroidery fashions. By invitation only. Contact: Dora Miller & John Lewis, 1270 Sixth Ave., Room 2115, CI. 6-4830. | SCHIFFLI LACE & EMBROIDERY INST. | HOTEL PIERRE BALLROOM |

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| Tuesday July 10 10:00 A.M. | PRESS PREVIEW OF FALL MILLINERY William J. will preview his Fall millinery to the press. By invitation only. Publicity: Donna Cannon, MU. 7-5447. | WILLIAM J. | 44 WEST 54TH STREET SALON |
| Tuesday July 10 4:30 P.M.- 7:00 P.M. | PREVIEW OF LINGERIE DRESSES & BLOUSES Yolande's "Twilight Hour" presentation of Fall lingerie, children's and infants' dresses and lingerie, and blouses for local and out-of-town press. By invitation only. Publicity: Viola Shefer, PL. 3-3173. | YOLANDE CORP. | SHERRY NETHERLAND CRYSTAL PAVILION |
| Tuesday July 10 7:00 P.M. Cocktails- Dinner | DIAMOND DINNER WITH CABARET "The Song of the Diamond"--jewelry from Black, Starr & Gorham, Cartier, Tiffany, Van Cleef & Arpels and Harry Winston will be shown to the visiting editors by N. W. Ayer (<u>Auxiliary Member, N.Y. Dress Institute</u>) at cocktails and dinner, with cabaret entertainment. By invitation only. Contact: Margaret MacColl at N. W. Ayer, CI. 6-0200. | N. W. AYER & SON, INC. (30 ROCKEFELLER PLAZA) | HOTEL PLAZA TERRACE & PERSIAN RMS. |
| Wednesday July 11 8:00 A.M. Breakfast | FASHIONS IN CORDUROY, VELVET & VELVETEEN Crompton-Richmond (<u>Auxiliary Member of N.Y. Dress Institute</u>) will present Fall and Winter fashions in corduroy, velvet and velveteen to the visiting press. By invitation only. Contact: Rosalind Allan, LO. 4-2900. | CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE) | HOTEL PIERRE BALLROOM |
| Wednesday July 11 12:00 Noon Luncheon | PRESS PREVIEW: FASHIONS IN ALAMAC FABRICS Alamac (<u>Auxiliary Member of N.Y. Dress Institute</u>) will invite the out-of-town and local press to preview Fall fashions by leading manufacturers in "Thalspun" orlon wool-jersey; "Permathal-Everglaze" cotton knits; and "Furalla" orlon-dynel pile fabric. By invitation only. Contact: Lee Silver at Alamac, OX. 5-1445. | ALAMAC KNITTING MILLS (1412 BROADWAY) | SAVOY-PLAZA HOTEL SAVOY ROOM |
| Wednesday July 11 12:15 P.M. Luncheon | FALL MILLINERY MERCHANDISING CLINIC Semi-annual fashion and merchandising clinic of the MMEA, with a special fashion report and survey of Fall millinery. By invitation only. Contact: Mrs. Charles Steinecke, 15 E. 40th St., LE. 2-8324. | MILLINERY MERCHANTS EXECUTIVES ASS'N | HOTEL SHERATON-ASTOR |
| Wednesday July 11 4:00 P.M. Cocktails | PRESS PREVIEW: FALL SHOW FASHIONS Saks will preview their Fall shoe fashions. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064. | SAKS FIFTH AVENUE | 3RD FLOOR SALON MODERNE |
| Wednesday July 11 7:00 P.M. Dinner | PRESS SHOWING OF FALL MILLINERY The Millinery Institute of America (<u>Auxiliary Member of N.Y. Dress Institute</u>) will show Fall millinery. By invitation only. Contact: Rubye Graham or Babs Vierhaus, MU. 7-8686. | MILLINERY INSTITUTE OF AMERICA | PLACE TO BE ANNOUNCED |
| Thursday July 12 8:00 A.M.- 9:00 A.M. | BOUTIQUE SHOWING FOR VISITING PRESS Capezio (<u>Auxiliary Member of N.Y. Dress Institute</u>) will present shoe fashions for Fall to visiting press. (Local press show, Wed., July 11, at 9:00 A.M.) By invitation. Contact: Marya Morton at Capezio, JU. 6-2150. | CAPEZIO, INC. | 756 SEVENTH AVENUE (AT 50TH STREET) |

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| Thursday July 12 10:30 A.M. Breakfast | PRESS PREVIEW OF FALL BRIDAL FASHIONS Macy's will preview their Fall bridal fashions to the press. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431. | MACY'S NEW YORK | 13TH FLOOR EXEC. DINING ROOM |
| Thursday July 12 12:00 Noon Luncheon | MILLINERY AND ACCESSORIES MEETING The Fashion Group will hold a combined millinery and accessories meeting. Speaker: Nicholas Parker, President, Henri Bendel. Commentator: Madelyn Coe, J. L. Hudson, Detroit. Chairmen--Accessory: Dorothy Fox Davies; Millinery: Frances Hodges and Conoldine Burnett. (Prices will be announced later.) Contact: The Fashion Group, CI. 7-3940. | THE FASHION GROUP, INC. HOTEL SHERATON-ASTOR (9 ROCKEFELLER PLAZA) | HOTEL SHERATON-ASTOR GRAND BALLROOM |
| Thursday July 12 5:30 P.M.- 7:30 P.M. Tea | FALL BAG PREVIEW FOR THE PRESS Fall collection of domestic and imported "Bags by Josef" (Gold Seal Importers, Inc.) for local and visiting press. By invitation only. Publicity: Viola Shefer, PL. 3-3173. | JOSEF (GOLD SEAL IMPORTERS, INC.) | SAVOY PLAZA LE CHATEAU - 11TH FL. |
| Saturday July 14 9:00 A.M. Champagne | BREAKFAST SHOWING FOR VISITING PRESS Ritter Brothers (Auxiliary Member of N.Y. Dress Institute) will present their Fall fur collection designed by Leo Ritter. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | RITTER BROTHERS (224 WEST 30TH ST.) | HOTEL PLAZA TERRACE ROOM |
| Wednesday July 18 4:00 P.M. Cocktails | PRESS PREVIEW OF MID-SUMMER FURNITURE The daily press will be invited to preview Macy's room settings from their Mid-Summer furniture collection. Magazine press preview on Thurs., July 19 at 9:30 A.M. By invitation. Publ.: Barbara Gray, CH. 4-2000. | MACY'S NEW YORK | 13TH FLOOR EXEC. DINING ROOM |
| Thursday July 26 9:30 A.M. | PRESS PREVIEW: MAURER BRIDAL FASHIONS Saks-34th will preview their Fall Maurer bridal fashions. By invitation only. Customer showing at 5:30 P.M. on 4th floor in store. Publicity: Arthur See, LA. 4-7000. | SAKS-34TH | MAURER SHOWROOM 491 SEVENTH AVENUE |
| Tuesday August 21- August 22 | SEMI-ANNUAL LEATHER SHOW Forty-ninth semi-annual members' showing of American Leathers. Exhibit hours: <u>August 21</u> --9:00 A.M. to 7:00 P.M.; <u>August 22</u> --9:00 A.M. to 3:00 P.M. Contact: Leif C. Kronen, Tanners' Council, 411 Fifth Avenue, MU. 6-7950. | TANNERS' COUNCIL OF AMERICA, INC. | WALDORF-ASTORIA |
| Sunday August 26- August 30 | FIFTY-FIRST ANNUAL JEWELERS CONVENTION More than 10 million dollars worth of jewelry, watches and silverware will be displayed. Contact: Charles M. Isaac, 551 Fifth Avenue, MU. 2-2764. | AMER. NAT'L RETAIL JEWELERS ASSOCIATION | WALDORF-ASTORIA |

OPENING OF FALL COLLECTIONS IN DUBLIN, LONDON, ROME, FLORENCE, PARIS

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| Friday July 13 8:00 P.M. | FALL AND WINTER PREVIEW IN IRELAND By invitation only. Publ.: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060. | SYBIL CONNOLLY OF DUBLIN | 58 GRAFTON STREET DUBLIN, IRELAND |
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(Continued on next page)

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| <u>OPENINGS: DUBLIN, LONDON, ROME, FLORENCE, PARIS (Continued)</u> | | | |
| Beginning Monday | BRITISH READY-TO-WEAR FOR FALL | LONDON WEEK | LONDON, ENGLAND |
| July 16- July 20 | Group includes: Aquascutum, H. B. Popper, Horrockses, Jacqmar, Matita, Dorville, Frederick Starke, Wallace of London, The Jeager Co., Verner-vogue, Simon Massey. Contact: London Week Office, 630 Fifth Ave., CI. 7-8060; or Dorothy N. Patterson, 36A Bruton Place, London, W.l. | | |
| Beginning Wednesday | OPENING OF ROMAN COUTURE COLLECTIONS | SINDICATO ITALIANO ALTA MODA | ROME, ITALY |
| July 18- July 20 | <u>July 18:</u> Accessories Exhibit; Faraoni; La Tessitrice dell'Isola; Mingolini-Gugenheim. <u>July 19:</u> Fontana; Eleanora Garnett; Ferdinandi; Gattinoni. <u>July 20:</u> Giovanelli. (Also showing, but not with Sindicato--Simonetta and Fabiani on July 20). Contact: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060; or Raffaele Scarpitti of the Sindicato, 121 Piazza Montecitorio, Rome. | | |
| Beginning Friday | OPENING OF FLORENCE COUTURE COLLECTIONS | ENTE ITALIANO DELLA MODA | FLORENCE, ITALY |
| July 20 | <u>July 20:</u> Millinery Show and "Young Designers"--Likis, Sarli, Giuliano. | | |
| July 23 | <u>July 21:</u> Avagolf, Mikpaul, Valditevere, Mammini, Glans, Giara D'Arno, Myricae, Vito--(Boutique and sportswear). <u>July 22:</u> Antonelli, Carosa, Guidi, Veneziani. <u>July 23:</u> Marucelli, Schuberth, Emilio, Capucci. Contact: G. B. Giorgini, 10 Lungarno Acciaioli, Florence, Italy. | | |
| Beginning Monday | SCHEDULE OF LONDON COUTURE PREVIEWS | INCORPORATED SOC. OF LONDON DESIGNERS | LONDON, ENGLAND |
| July 23- July 25 | <u>July 23:</u> Worth, Norman Hartnell, Michael Sherard, Digby Morton. <u>July 24:</u> Michael, Lachasse, Ronald Paterson, Victor Stiebel. <u>July 25:</u> Hardy Amies, Charles Creed, Mattli, John Cavanagh. Contact: Rosemary Borland, 233 High Holborn, London, W.C.1. | | |
| Beginning Thursday | OPENING DATES OF PARIS COLLECTIONS | CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE | PARIS, FRANCE |
| July 26 | <u>July 26:</u> Christian Dior, Claude Riviere, Irene Dana, Pierre Clarence, Germaine Lecomte, Irmone, Bruyere. <u>July 27:</u> Jacques Fath, Madeleine de Rauch, Jacques Heim, Revillon, Vera Borca, Manguin. <u>July 28:</u> Jean Patou, A.C.P., Lanvin (Castillo), Gres, Costet. <u>July 30:</u> Balmain, Charles Montaigne, Jean Desses, Ardanse, Maggy Rouff, Lola Prusac, Pierre Cardin, Nina Ricci. <u>July 31:</u> Anny Blatt, Carven, Jacques Griffe, Jeanne Fardeau, Mad Carpentier, Bernard Sagardoy, Catherine Sauve, Madeleine Vramont. <u>August 1:</u> Andre Ledoux Sports, Maurice Roger, Renee Lise, Amy Linker, Michele Lambert, Doeillet-Doucet, Hermes, Raphael. <u>August 2:</u> Valentine Bourgade, Chanel, Regine Lutece, Jacqueline Godard. <u>August 3:</u> Raymonde Coste, Helen Hubert, Line Carmine, Georgette Renal. <u>August 4:</u> Renee Collard. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris. | | |

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Thursday June 14 PREMIERE: "THE CATERED AFFAIR" (Movie) VICTORIA THEA., B'WAY & 46TH ST. Bette Davis, Ernest Borgnine, Debbie Reynolds and Barry Fitzgerald will star in MGM's comedy based on a play by Paddy Chayefsky. Producer: Sam Zimbalist. Director: Richard Brooks. MGM Publicity: Frances Lane or Herbert Crooker, JU. 2-2000.

Thursday June 14 OPENING: "NEW FACES OF '56" ETHEL BARRYMORE THEATRE, 243 WEST 47TH STREET Leonard Sillman and John Roberts in association with Yvette Schumer will present Mr. Sillman's musical revue with Johnny Haymer, T. C. Jones, Tiger Haynes, Virginia Martin, John Reardon, Jane Connell. Settings: Peter Larkin. Lighting: Peggy Clark. Costumes: Thomas Becher. Publicity: Bill Doll, WI. 7-2386.

Week Of June 18 FIRST WEEK: STADIUM CONCERTS LEWISohn STADIUM, 138TH ST. & AMSTERDAM AVE. Mon., June 18: Marian Anderson; arias by Saint-Saens & Verdi; Negro songs. Tues., June 19: Pierre Monteux, conductor; Berlioz, Mussorgsky, Brahms. Wed., June 20: Harold Cone; Schumann's A Minor Piano Concerto. Thurs., June 21: Mischa Elman; Tchaikovsky's D Major Violin Concerto. Sat., June 23: Ballet Russe de Monte Carlo; Giselle, Scheherazade. Publicity: Miss Alix Williamson, CI. 6-4462.

Wednesday June 20 PREMIERE: "SAFARI" (Movie) LOEW'S STATE, BROADWAY & 45TH STREET Janet Leigh and Victor Mature will star with John Justin and Roland Culver in Columbia's Technicolor-CinemaScope African adventure film. Producer: Adrian D. Worker. Director: Terence Young. Costume supervision: Else Sennell. Columbia Publicity: Hortense Schorr, CI. 5-5000.

Thursday June 21 PREMIERE: "THE EDDY DUCHIN STORY" (Movie) MUSIC HALL, 6TH AVE. & 50TH ST. Tyrone Power, Kim Novak, Rex Thompson, James Whitmore will co-star in Columbia's Technicolor-CinemaScope story about the late piano stylist. Featuring: Shepperd Strudwick and Victoria Shaw. Director: George Sidney. Producer: Leo Katcher. Costumes: Jean Louis. Columbia Publicity: Hortense Schorr, CI. 5-5000.

Beginning Thursday June 21 OPENING: "SHOW BOAT" JONES BEACH MARINE THEATRE, JONES BEACH, L.I. Guy Lombardo will present the Jerome Kern-Oscar Hammerstein musical, from the novel by Edna Ferber. Starring: Paul Hartman with Hal LeRoy, Helena Bliss, David Atkinson, Gloria Hamilton, Helen Raymond. Director: Reggie Hammerstein. Sets and lighting: Albert Johnson. Costumes: J. Michael Travis. Production supervisor: John Kennedy. Tickets: \$1.10-\$4.40. Publicity: Saul Richman, MU. 8-1770.

Thursday June 28 8:30 P.M. PREMIERE: "THE KING AND I" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST. Yul Brynner, Deborah Kerr will star with Rex Thompson, Carlos Rivas, Rita Moreno in 20th Century-Fox's CinemaScope-DeLuxe Color musical by Rodgers and Hammerstein. Producer: Charles Brackett. Director: Walter Lang. Costumes: Irene Sharaff. Premiere for benefit of Police Athletic League; tickets: \$5.00 - \$100.00. 20th Century Publ: Charles Levy, CO. 5-3320.

Sunday Sept. 16- Sept. 30 OPENING: "THE ROYAL DANISH BALLET" MET OPERA HOUSE, B'WAY & 39TH ST. The Royal Danish Ballet will be seen for 17 appearances only -- presented by Columbia Artists Management, in association with Howard Lanin Management. Tickets: \$1.80 - \$7.50. Publicity: Levrett Wright, CI. 7-6900.